

<<大学外贸英语>>

图书基本信息

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内容概要

《对外经济贸易英语精品系列教材：大学外贸英语》系高等院校专业外贸英语经典教材，每课由课文\词汇\习题\阅读共四部分学习内容组成，此为第三版，其更新部分取材于最新的商贸英语专著、文献和报刊文章。

书籍目录

Lesson 1Text : Import and ExportAdditional Reading : Shipping , Insurance and CustomsLesson 2Text : International TradeAdditional Reading : Unique Problems in International TradeLesson 3Text : Letters of CreditAdditional Reading : Incoterms (2000) Lesson 4Text : Trade InformationAdditional Reading : Trade NewsLesson 5Text : Keeping the Customer SatisfiedAdditional Reading : MarketingLesson 6Text : Fortune 500Additional Reading : Bill GatesLesson 7Text : The Spread of CHINA INCAAdditional Reading : China and the U. S.Lesson 8Text : The European UnionAdditional Reading : The EuroLesson 9Text : Transnational CorporationsAdditional Reading : Third World PowerhousesLesson 10Text : The Balance of International PaymentsAdditional Reading : The Securities ExchangesLesson 11Text : Foreign Exchange TradingAdditional Reading : Quarterly Market Report——Global Market PerspectiveLesson 12Text : The World Bank and the International Monetary FundAdditional Reading : The Joint International VentureLesson 13Text : WTO Agrees on New Round to Open MarketsAdditional Reading : WTO and Its IroniesLesson 14Text : The Changing World and DevelopmentAdditional Reading : E-LifeLesson 15Text : The Challenges of the 21st CenturyAdditional Reading : US Needs New Thinking on Global TradeLesson 16Text : The World in 2030Additional Reading : Japan's Stumbling Giants

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